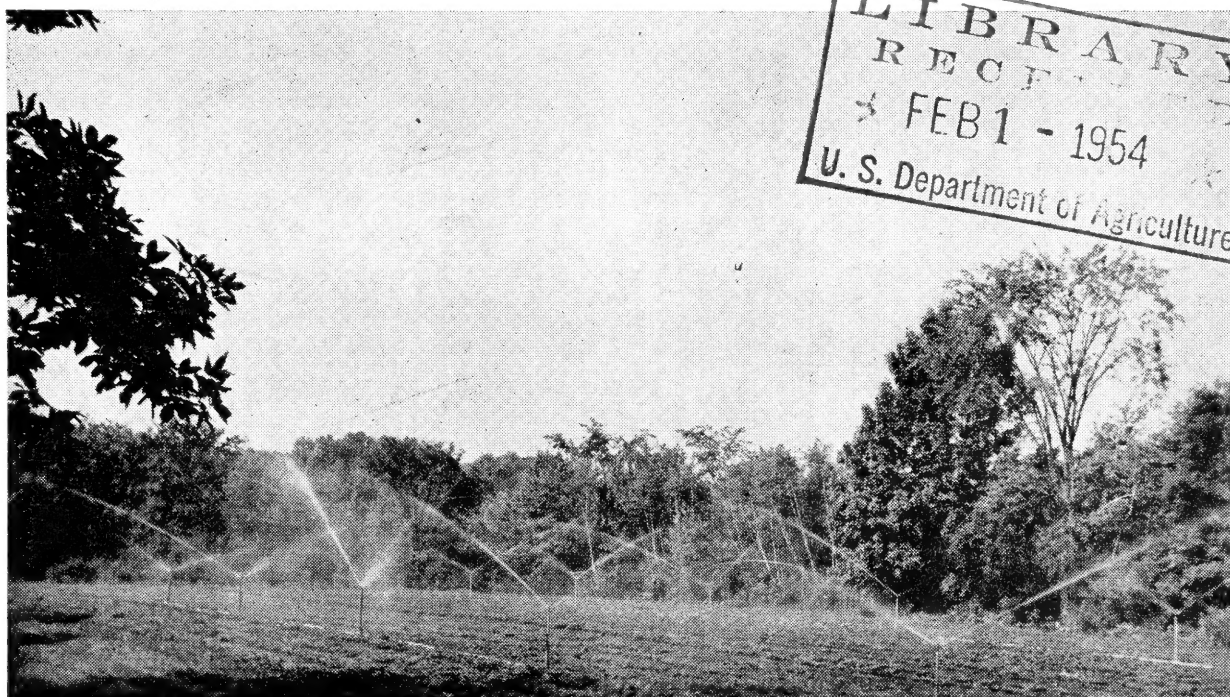


CATALOG and PRICE LIST

for

SPRING and FALL 1954

— NORTHERN GROWN PLANTS —



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Irrigation is used extensively on our Strawberry plantings which makes for better root systems and larger plants.

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Walter K. Morss & Son

Telephone Haverhill, Mass. — 2-7217

MAIL ADDRESS

R 3, BRADFORD, MASS.

1954 CATALOG

Walter K. Morss & Son, R 3, Bradford, Mass.

We wish to extend greetings to old customers and to you who will be customers for the first time. Since 1923 we have been specializing in small fruits, selling only the varieties we know will give the best results.

If you are in this neighborhood we will be glad to show you our plantings so you may see at first hand how your plants are grown.

During the month of July, a most beautiful sight is several thousand cultivated blueberry bushes in bearing.

The present outlook indicates a fair supply of most varieties. Would advise placing your order early to make it secure.

Some varieties we will be short of on account of the extreme hot dry weather of last July and August. A number of large orders last year had to be returned as they came in too late, so be sure to order early.

WALTER K. MORSS & SON

DEPENDABLE PLANTS AND INFORMATION

Our stock is healthy and vigorous, grown under ideal soil and climatic conditions. In our description of varieties we mention the better qualities, also any unfavorable qualities any variety may possess. You may select from us with assurance.

NEWER AND BETTER VARIETIES

We are in position to offer you also both reliable and popular older varieties and new improved varieties we have found worthwhile. We are anxious to help you select varieties best suited to your location and requirements.

OUR AGREEMENT TO YOU

We guarantee our nursery stock to be just as represented in our catalog, of good quality, free from disease and absolutely true to name; also to reach customers alive and in perfect growing condition. We will at our option, either replace free of charge, or refund purchase price on any stock that arrives in bad condition, providing claim is made within ten days after arrival. After ten days it is mutually agreed that stock is satisfactory.

If stock is unsatisfactory on arrival, be sure to get a signed statement from your express agent or postmaster showing extent of damage, and send this along with your claim. Do not return plants unless we instruct you to do so.

Success in growing depends upon planting and care, soil, climatic conditions, conditions we cannot control—hence is not guaranteed. It is mutually agreed that in any event we will not be liable for more than the purchase price of the stock. It is understood and agreed between the customer and ourselves that the purchaser's order and our acknowledgment of its receipt, shall constitute a mutual acceptance of the above terms and conditions.

WALTER K. MORSS & SON

NEW, DISEASE FREE LAND



Strawberry and Raspberry plants are grown on new land to keep them disease free. The above piece of woodland will be a fine field of strawberry plants within a couple of years.

We are continually opening up new land, planting three to four cover crops to supply humus which makes for healthy plants.

| |
|--|
| PRICES QUOTED ON LOTS OF 5,000 OR OVER |
|--|

CERTIFICATE OF NURSERY INSPECTION

The Commonwealth of Massachusetts

State Department of Agriculture

Official Certificate No. 64

TO WHOM IT MAY CONCERN:

This is to certify that I have this July 16, 1953, completed the inspection of the nursery stock of Walter K. Morss grown at West Boxford, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

(Signed) Q. S. LOWRY, Director

Inspected by

P. C. Kuzmiski

This Certificate expires July 1, 1954

SET THEM EARLY

The most important single thing in growing strawberries is to set plants early. With no other crop, is early spring setting so all important. A good start and growth is easy if—plants are set early so they can get the benefit of the early spring rains and while the soil is cool and moist. Late setting is never as satisfactory. We set ours in March and April when possible, and try to have them all set by April 20th.

Time of setting may vary considerably depending on your locality. We usually start digging plants about April 1st and sell through April and May—also in October and November for fall setting.

FRESH DUG PLANTS

We ship only fresh dug plants and pack them very carefully, which insures their arrival in perfect condition for planting. See our guarantee.

TRUE TO NAME

We use every precaution to have our plants true to name, and if any should prove otherwise we will replace, but in no case will we be responsible for any sum greater than that paid for the plants.

PERFECT FLOWERING

All varieties of strawberry plants we sell are perfect flowering, and need no other variety to help pollenize.

WHEN TO ORDER AND HOW TO SHIP

Order early, as soon as you have decided which variety and how many you want. Write plainly so we can get your name and address correctly for prompt acknowledgment or shipment.

EXPRESS is generally satisfactory and the best way to ship plants if your order is large or if the distance is great. We do not prepay express charges. Deduct 5% on express orders when sent F.O.B. Bradford, Mass.

PARCEL POST is generally cheapest and most satisfactory for small shipments in adjoining and nearby states. We advise having plants sent by Parcel Post whenever possible. Parcel Post deliveries are prompt and satisfactory.

We ship strawberry plant orders PREPAID up to and including the fourth zone by Parcel Post or a distance from Bradford, Mass., of approximately 600 miles. All orders over the 4th zone add 10 per cent to your order for SHIPPING CHARGES if sent Parcel Post.

Instruction to Purchaser: TERMS cash with order. Remit by money order, bank draft, cash in registered letter, or personal check.

PACKING—no extra charge is made for packing.

TIME OF SHIPMENT. We ship during months of April, May, October and November.

LATE SHIPMENTS. All plants ordered shipped after May 25 will be packed and shipped in best possible condition, but at purchaser's risk.

STRAWBERRIES

PREMIER (Howard 17) EARLY

Try our new strain of Premier or Howard 17. Sometimes called the Barnstable Strain.

Of many specimens tested from the eastern states, one stood out as the heaviest bearer and most virus free. We have this new strain.

The Frost Proof Berry.

Premier is the only strawberry that we feel can be called Frost Proof. Other good varieties are frost resistant. It has taken many years of heavy cropping to make the frost proof claim a fact. It is probably the safest strawberry of all to plant in the middle and northern states and the higher altitudes as far south as North Carolina and Tennessee.

Catskill will do well in the same territory. Premier is a most prolific berry and we believe more good pickings can be had from a Premier bed than any other variety. There have been years with us that Premier has given us long picking seasons. We were still picking them when the late varieties

were about done. Under favorable conditions yields of 5000 to 8000 quarts to the acre are not uncommon.

The weakest point about Premier is the fact that in hot wet weather at fruiting time it tends to rot too much if beds are left unmulched or have become too thickly matted.

We sell more Premier, Catskill, and Robinson strawberry plants in New England than all other varieties combined.

HOWARD 17 (Early)

Howard 17 was the original name of Premier. The varieties are exactly the same. It's a wonderful berry no matter which name you use.

CATSKILL (Mid-Season to Late)

We have what we believe is an improved strain of Catskill.

The Best of the mid-season varieties. It does best, like the Premier (Howard 17), in all the northern states as far west as the Mississippi Valley and in higher elevations as far south as North Carolina and Tennessee. It is also very hardy.

Most growers in New England plant Premier (Howard 17), Catskill, and Robinson if no other varieties, as they are the best croppers in this section.

Catskill will prolong your picking season several days when planted with Premier (Howard 17) which are early, while Catskill are mid-season to late.

ROBINSON (Scarlet Beauty) (Kardinal King)

We fruited Robinson first in 1945 on very heavy ground, and our season was wet, so it did not have a fair trial. In 1946 our bed was on light land and our crop was most wonderful. Berries very large, shiny red and we got 10c per quart more than any other variety. Their size and shiny appearance made such a fancy box. We believe that Robinson, like Howard 17, Catskill, Pathfinder and Sparkle, will do best in our northern states. Robinson is one of the highly recommended new varieties that every grower should try.

Robinson and Scarlet Beauty are identical varieties. If purchased by either name it is a most outstanding berry. We believe Kardinal King to be the same also.

PATHFINDER (Early)

Introduced several years ago by the New Jersey Experiment Station. Berries medium large, smooth, uniform, attractive in appearance. Best suited for growers where markets are near. We have been fruiting Pathfinder for many years and have found it a heavy producer, especially under drought conditions. Plants are very vigorous. Berries are very good quality and flavor. It has been a very profitable berry with us. Pickers like to pick the berries, they fill up the boxes so fast. It is quite resistant to red stele.

SPARKLE (Mid-Season to Late)

A new variety, gaining in popularity. It is recommended for states from New Jersey north. Many growers think the quality better than Premier or Catskill. It is certainly a more shiny and attractive berry. It resembles the Pathfinder in shape but makes a prettier box. In tests for freezing it ranks near the top. We recommend it very highly.

BLAZE (Late)

A new creation from the University of New Hampshire. This may be the late strawberry, to come after Catskill, that many growers have been waiting for. A large, very attractive berry light in color, good flavor, medium plant maker. Plants large, as well as the berries. A very limited supply this spring. Not over 50 plants to a customer. A good supply in October for fall setting.

FAIRLAND (Mid-Season)

(Very Limited Supply)

Fairland (U.S.D.A. 3205) is a cross of Aberdeen and Fairfax. Resistant to red stele diseases. Plants are very productive, ranking with Premier and Catskill in yield. Adapted to any region where Premier or Catskill is an important variety.

Berries ripen two to six days after Premier, are bright red and somewhat firmer than Premier. Medium to large in size. Recommended for freezing and long distance shipping.

FAIRFAX (Early)

Cross between Premier and Royal Sovereign. A high quality berry, very large and the sweetest of any we have grown. If you wish to treat your friends to something very special, Fairfax is it. The Fairfax berries have a tendency to turn dark in holding, but the quality is so fine it more than offsets that. They rank near the top for freezing and firmness, along with Sparkle. The foliage is beautiful and so are the blossoms, nearly as big as small roses and are very suitable for decorating garden borders.

Try Fairfax for quality, firmness and for quick freezing.

TEMPLE (Mid-Season)

Temple is a masterpiece of scientific breeding. If in your section you have been troubled with red stele or root rot disease, this is the berry for you to plant. It will grow and produce in abundance on soils infested with red stele. It is a fine variety apart from its being resistant to red stele. Berries are medium to large, light red and have a brilliant calyx, which presents a fine appearance. Produce buyers agree that Temple is definitely a good commercial berry.

VALENTINE (Extra Early)

Decidedly the earliest, good commercial strawberry. Most

of the Valentine berries are off the plants when the good pickings of Premier and Howard 17 are ready. It stands up very well under drought conditions and is as firm a berry as Fairfax. The plant growth is exceptionally large and plants very free of leaf spot or other diseases. Valentine was developed from a cross between Premier and Vanguard and will do well on most soils. Berries are same size as Premier but a little darker.

The darker berries, such as Fairfax, Sparkle and Valentine, are usually much sweeter and make good freezing berries.

GREAT BAY (Mid-Season)

A new heavy June bearer, originated and recently released by the University of New Hampshire. A cross between Catskill, and Simcoe, of Canadian origin. Plants are very large and space themselves well.

I saw this berry at the first picking at Durham, N.H. in June 1950, and have never seen a larger crop of berries on any bed. It outyielded Catskill. We counted 302 blossoms and berries on one plant.

JULY MORN (N. J. No. 225—Late)

A vigorous, firm, large, very productive dark berry. It is a good variety to lengthen the season and an excellent variety for freezing. Red stele resistant. Needs a heavy soil.

REDWING (N. J. No. 347—Mid-Season)

The Redwing is gaining in popularity with many growers. With eight or ten varieties to pick from, our customers would almost invariably pick Redwing. It seems to have everything—very large, attractive, firm, very good quality and red all the way through.

It is also red stele resistant. It needs a medium to heavy soil.

RED CROP (Early)

This variety originated by the New Jersey Agricultural Experiment Station. It ripens two to four days after Pathfinder and about a week before Sparkle, has a long season of picking, is a stocky plant grower, and so far has demonstrated a resistance to red stele disease. It is a heavy yielder of large high quality, firm, attractive deep red berries and is a good freezer. The above reports of this promising berry are from the N. J. Station.

DORSET (Early)

A relatively new variety developed by U. S. Dept. of Agriculture. A cross of Howard 17 (Premier) and Royal Sovereign and has become very popular in most sections

where strawberries are grown. It is bright red, very firm and attractive; flavor ranks near the top. It has become a favorite with many growers. Very limited supply.

SIoux (Extra Early)

The Sioux strawberry variety originated at the Cheyenne, Wyoming, Horticultural Field Station of the U.S.D.A. It is a cross of Fairfax with a selection of the native Rocky Mt. strawberry. That resulting hybrid was back-crossed to Fairfax. It is reported to be winter hardy without protection, drought resistant, disease resistant and frost resistant at blossoming time. We have a limited supply

N. H. No. 243 (Early)

A new strawberry from the University of New Hampshire, but not yet named.

The new varieties from N. H. Experiment Station are well worth trying out here in New England. Supply limited.

FAIRPEAKE (Late)

Cross between Fairfax and Chesapeake. Quality is unequalled except possibly by Fairfax. Plants make a healthy, vigorous growth, moderately productive; berries are beautiful, delicious in quality, large and firm. If your soil is good for most varieties, Fairpeake will make you a good commercial crop. Price per quart should be higher than many varieties, as its quality compares well with Fairfax. It blooms so late it usually escapes the late frosts. Can be grown in most Premier territory. Supply limited.

VERMILION (Early)

A new strawberry variety released by the University of Illinois. Its parentage is a Red Star and Pathfinder cross. No red stele root rot has been found on the roots of plants growing on sites infested with red stele. The foliage is resistant to leaf spot, leaf blight, and leaf scorch. The leaves are very glossy dark green. Flowers perfect. As early as Howard—fruit smooth, very glossy, and medium to large in size, evenly colored and very attractive in appearance.

Fruit is more aromatic and of higher quality than most other varieties. Named after the town of Vermilion, Ill., in the vicinity of which the commercial testing has been done. A good supply this year.

The Three Es

New Berries from Geneva Experiment Station, N.Y.

EDEN

A cross between Fairfax and Dresden. Tests by commercial processors indicate this variety very satisfactory for preserv-

ing and canning. After processing the color was very good. Flavor is excellent, plants are vigorous and healthy, and propagate rapidly. Berries are glossy, attractive, firm, and red to center. Easy to hull.

EMPIRE (Mid-Season)

A new variety just named by the N. Y. State Agricultural Experimental Station. The berries are large and maintain their size well throughout the picking season. The shape is conic to wedge-conic, and color a very attractive light glossy red. Quality better than Howard. A heavy cropper, vigorous, and makes plenty of runners. Principal merits are the productiveness of the plants and the very attractiveness of the berries. Ripens 4 to 6 days later than Howard.

Empire is a cross between Dresden and Sparkle.

ERIE (Mid-Season to Late)

A new variety from the New York State Experiment Station at Geneva. Berries are large, maintaining their size well throughout the season. The color is medium red, bright and attractive. Ripens about eight days later than Howard. Plants are vigorous and bear heavy crops. The principal merits of Erie are the heavy crops of attractive berries which ripen late. It is a cross between Sparkle and Howard.

Three new Berries from the Maine Agricultural Experiment Station, Orono, Maine

ORLAND (Mid-Season to Late)

Parentage—Aberdeen and Howard 17

Six days later than Howard 17. Yield, excellent. Berries have bright, attractive exterior. Flavor, firmness and quality for freezing about like Howard. Plants very vigorous and resistant to red stele. Considered the most promising of the three varieties released, when considered in an over-all rating.

MONMOUTH (Mid-season)

Parentage—Aberdeen and Howard 17

Season about four days later than Howard. Berries bright, attractive red, darker exterior and interior color than Orland. Average size larger than Howard. Flavor and freezing quality very good. Occasionally mildly infected with leaf spot; good resistance to red stele. Yield, excellent. The above report is from the Experiment Station at Orono, Me., but our experience indicates a large set of berries and they run small even with irrigation.

MAINE (55) (Mid-season)

Parentage—Aberdeen and Howard 17

Season 3 or 4 days later than Howard. Berries bright, attractive red with excellent interior color. Good flavor, highly aromatic, and excellent for freezing. We consider the Maine 55 the best of the three new Maine varieties.

EVERBEARING STRAWBERRIES

GEM (Everbearing)

Surpasses other varieties of everbearing strawberries in that it does well on most any kind of soil. It makes plants freely and makes a heavy fruiting row. It starts fruiting about eight weeks after planting. Berries are a sparkling bright red, firm, stand shipping well, have a rich flavor something like a wild strawberry. Berries bring highest prices in the market. In New England we keep all blossoms picked off until about July 1st. In two or three weeks the berries will start to ripen, the bulk of the crop coming in August and September when prices are highest. If you have never planted Gem, we urge you to try them. You have a real treat coming.

STREAMLINER (Everbearing)

Wonderful flavor, large size, healthy foliage and a great producer. Probably the most outstanding of all the new everbearing strawberries. Begins to bear about fifty days after planting if set in April or May, with two crops the following year. It is perfect flowering as are all our strawberry plants. It is especially hardy, does well on most any soil and under all weather conditions. A good producer. Will give you a good crop the first year. Plant them for pleasure and sell your excess for profit. Most of crop comes in July and August while prices are high.



The Walter K. Morss & Son Plant Farm where plants of fine quality are grown.

Building at right contains our packing and shipping rooms.

SUPERFECTION (Everbearing)

Originated in northern Michigan by the man who discovered the famous Gem Everbearing. Berries are exceptionally large, shape roundish, and dark red all the way through, of firm texture and will stand long distance shipping.

It starts ripening its fruit in June and continues on until November, and produces another fine crop the following spring—two crops in one year. It does well on most any kind of soil and will form fruit stems on runner plants. One hundred plants should produce enough berries for an average family.

FALL PLANTING

Remember, we do not start shipping plants in the fall until about October 15th. You have around six weeks after that to set them here in New England, and some years plants can be set up into December. Any time the ground can be worked before freezing, plants can be set.



Above is pictured a Fall set Strawberry bed. Each plant is covered with 3 quarts of pine sawdust after the ground freezes or shortly before. Of plants set last Fall, our loss was about one percent.

Cover each plant set in the fall with about three quarts of pine sawdust after or shortly before the ground freezes, to keep them from heaving. Eight or 10 inches in diameter and three or four inches deep is enough for strawberries. Brush it off the crowns in the spring, leaving the rest on the ground to work into the soil.

Pine sawdust around most any small fruit plants in the fall is a good thing to prevent heaving. You will find fall set plants make more runners than when set in April and will bear a larger crop. It will save much valuable time in the spring that can be used for other work.

From our own experience, we can highly recommend fall planting. We do most of our setting that way now.

7000 QUARTS TO THE ACRE

From Everbearing Strawberries by the Sawdust Mulch System

This is possible the first growing season and the same amount the second year under the spaced row system, if the soil conditions and location are favorable.

It is being done in home gardens and in larger commercial plantings. See diagram showing method of planting. Use such varieties as Gem, Streamliner, and Superfection for best results and set your plants early in April, if possible.

This revolutionary new system has increased interest in growing Everbearing Strawberries tremendously. Plants are set in rows one foot apart, plants one foot apart in the row. Plant four such rows, then leave a space of two feet to provide a path. Then plant four more rows and another path, and so on.

The first crop of weeds usually appears two or three weeks after planting. After the first hoeing, the entire bed should be covered with one inch of sawdust; either hard or soft wood will do.

Some weeds will grow up through the sawdust within a few weeks after it is applied. These weeds should be removed by pulling, as hoeing would mix the sawdust with the soil and eliminate its mulch effect. The sawdust will keep your berries clean, conserve moisture and suppress weed growth.

All blossoms which develop on newly-set plants should be removed until early July, or later if plants are set later than the first two weeks in April. Let plants get well established before you allow the blossoms to remain on them. Berries start to ripen about one month after full bloom. Runners should be removed from plants entire season for best results.

A fine crop should be harvested the following Spring also. The sawdust mulch seems to give satisfactory protection over the Winter period. If the Spring application was too light, a renewal layer of sawdust can be added. A full inch of mulch should be maintained.

STRAWBERRY CULTURE

Strawberries are one of the easiest fruits to grow. Good land, good cultivation, good plants and good judgment will assure success.

First

Plant early in the spring, just as soon as weather conditions permit preparing the soil.

Second

Renew at least part of your plantings every year. A planting is usually considered good for two years fruiting, with proper cultivation and favorable weather. Normally with second year beds, blossoms appear earlier and are therefore more subject to frost damage. Berries are usually smaller than the first year's fruiting. By renewing at least part of your plantings each year, you will be assured a more constant supply of the finest quality berries. Taken year after year, strawberries are the most productive and among the most profitable of the small fruits. Berries every year are your assurance of highest returns.

Third

Set good plants. Quality and vitality of plants will largely influence growth and production. Vigorous, healthy plants assure high yields and big returns.

Soil

Select good soil, well supplied with humus (cover crops), and well drained. Land that has previously had thorough cultivation is best.

Preparing the Land

When plans can be made ahead, it is well to plow down a cover crop preceding planting strawberries. This will increase fertility, improve physical condition and also aid in retaining moisture. Plowing down weeds in the fall while green is also a good practice, adding humus and preventing the maturing of seed. The land should be plowed as early in the spring as possible and harrowed and dragged until a firm, even plant bed is formed; rows then marked out three and one-half to four feet apart. A horse-drawn marker is best with a large planting. With a small planting a line or hoe is satisfactory.

Time to Plant

Early spring is a good time to set strawberry plants. Plants should be set as soon as the ground can be worked. Light frosts that do not heave the ground will not injure the plants. We cannot stress too greatly the importance of early

planting. The plants are then fully dormant and the weather is most favorable to their becoming established.

Early planting is the most important single factor in successful strawberry culture. April in the North; March and April in the Central States. Fall set strawberry plants do equally as well or better than spring set plants. See article on fall set plants page 12.

Care of Plants

Before setting, the roots should be covered with water so that they may soak up all water possible. This will aid in carrying the plant until feeder roots can be sent out. Before and during the planting, keep plants protected from wind and sun, and moist at all times. If plants cannot be set soon after arrival, they should be removed from the crate, the packing material moistened, and repacked loosely. Stored in a cool, damp place they will keep in good condition three or four days. If plants must be kept longer, they should be kept in commercial cold storage around 32 degrees, or the bundles should be opened and the plants heeled in a V-shape trench. A *few cautions on heeling in*: spread the plants thinly so the soil contacts all roots, pack the soil firmly back in the trench up even with the crowns. Keep shaded and water thoroughly, especially if weather is warm.



Planting

The important points are to have roots straight down with the soil packed firmly for their entire length and the crown even with the surface. Proper depth is very important (see illustration). Roots should be clipped if too long to get in straight.

Fertilizer and Manure

Well-rotted stable manure, compost or similar materials

are very good for strawberries. May be applied just before soil is prepared or if used on the preceding crop, results are practically as good. Complete commercial fertilizers (approximately a 5-10-4 mixture) give good results and are used by many successful growers. To aid the plants in getting a vigorous start, fertilizer may be applied broadcast and thoroughly worked in the soil a week ahead of setting plants, or may be applied as a top dressing at the first cultivation after plants are set. Apply evenly and brush off any that may be on the leaves. Six pounds per 100 feet or row or 700 pounds per acre is ample for this application. Chicken manure mixed two parts manure to one part 16% superphosphate make a satisfactory material. Top dressing in the late summer will usually increase size and yield, especially on thin soils. Five to seven pounds per 100 feet of row or 600 to 800 pounds per acre of a 5-10-4 mixture usually give good results. Chicken manure and commercial fertilizer are caustic. Applying evenly while the foliage is dry will prevent possible injury.

Mating Varieties

All the varieties we offer are perfect flowering and will produce a full crop when planted alone. Varieties will not mix.

Mulching

Mulching is a good practice, and is necessary in the colder climates. Mulch should be applied at the rate of about three tons per acre or beds covered two inches deep just before the first hard freeze, if possible. Straw, strawy stable manure, wild hay, marsh grass are materials commonly used. Mulching will prevent winter injury and heaving of the plants from freezing and thawing. In the spring, as growth starts, rake mulch into alleys where it helps to keep the berries clean and also conserve moisture.

Distance to Plant

Plants should be set 15 to 30 inches apart (distance should vary according to the bedding habit of the variety) in rows 3½ to 4 feet apart.

Plants required per acre at various planting distances:

| Rows | Distance in Rows | Plants Per Acre |
|---------------|------------------|-----------------|
| 3½ feet apart | 15 inches | 10,000 |
| 3½ feet apart | 18 inches | 8,325 |
| 3½ feet apart | 24 inches | 6,225 |
| 3½ feet apart | 30 inches | 5,000 |
| 4 feet apart | 15 inches | 8,750 |
| 4 feet apart | 18 inches | 7,300 |
| 4 feet apart | 24 inches | 5,425 |
| 4 feet apart | 30 inches | 4,375 |

Spraying and Dusting

As strawberries are seldom subject to any serious damage from disease or insects, spraying or dusting is not commonly practiced. Setting healthy plants of varieties immune or resistant to disease is much more desirable.

RASPBERRIES

MADAWASKA RED (Early)

A wonderful berry everywhere—Middle Atlantic States north nearly as early as the earliest, and larger than any of its season. The cane growth is hardy and tough and we believe will stand our northern climate as well or better than most red raspberries. This berry ripens about two weeks earlier than Latham.

LATHAM RED (Mid-Season)

The leading, most productive money making red raspberry in most every part of the country. Bright glowing red and holds its rich color and flavor when canned. Plants are vigorous and do not require expert attention. A Latham raspberry patch will last for years. Be sure and secure healthy, "mosaic free" stock. Its marvelous keeping quality makes Latham a most popular shipping and freezing variety. Berry is very large, round and firm.

GATINEAU RED (Very Early)

This Red Raspberry was bred at Ottawa, Canada, from Newman and Lloyd George, makes a heavy cane with us and berries are larger than any of the earliest Red Raspberries we have. Its quality is tops, two weeks earlier than Latham. Under irrigation it is a wonderful cropper. If you wish to pick raspberries from the last week in June to mid-October, plant Gatineau, Latham, and Durham. You will like that combination.

MUSKOKA (Mid-Season)

A very hardy main crop berry. It is a Newman and Herbert cross from Ottawa, Canada. Its firmness of fruit and hardiness of cane recommend it for those in severe climate districts. Muskoka berries are good in size, round, very firm, and medium red in color. It required good soil and moisture conditions.

MILTON RED (Late)

An apparently mosaic free Red Raspberry. In test plantings here in Massachusetts, over a period of five years, Milton has shown no trace of mosaic. For that one reason it should be worth a try for any home or market garden. It is a late variety ripening several days later than Latham or Taylor.

Plants are very hardy, productive, and vigorous growers. Berries are large, bright red, firm, and good shippers, resembling Taylor in size and color.

✓ **AMBER (Yellow Raspberry)**

A new creation from the Geneva Experiment Station, N. Y. It is the only yellow raspberry we have ever considered worth carrying in stock. Most yellow raspberries have been soft. The Amber is not. It is large, firm, yellow, with a pink tinge when ripe which makes a most attractive box. It is the best novelty berry we have ever seen. Price six plants \$2.50, 15—\$5.00, 25—\$7.50, 50—\$14.00, 100—\$26.00.

EVERBEARING RASPBERRIES

✓ **INDIAN SUMMER (Everbearing)**

Two crops a year raspberry. Bears a big crop in June and another in the fall. Hardy, everbearing, disease resistant. Berries are large, conical, good quality, medium red in color. Indian Summer is for home consumption rather than for commercial shipping. Spring season is very early and fall crop comes in Mid-Sept. and continues until hard frost in early Nov. Bulk of crop comes in Oct.

✓ **DURHAM (Early) (Everbearing)**

A new creation in everbearing raspberries from the University of New Hampshire. One of the greatest contributions to raspberry growing in many years. It is a seedling of Taylor, the blossom of which was pollinated by nectarberry. It has a most vigorous and fibrous root system, which makes for a wonderful crop of superfine red raspberries, which are large, firm and extra good flavor.

It is two or three weeks earlier than Indian Summer Everbearing. If you live in a section where early fall frosts get most of your fall crop, it will pay you to try Durham.

How to grow Durham Raspberries

Durham can be used either as a two-crop-a-year raspberry (spring and fall), or as only a fall crop. We prefer to use it as a fall crop or a strictly off-season berry for the following reasons:

Spring crop is not as good as the fall or off-season crop.

We cut all canes back in November to within two or three inches of the ground each year. By so doing there are no canes to winter kill, and no trimming out of old canes each year, which eliminates much of the work in raspberry raising. Fungus diseases, such as Anthracnose and Spur Blight, do not have a chance to injure the plants before the crop is picked. In New England the crop starts to ripen about Mid-August and con-

tinues into late October. It makes such a rank growth set two to three feet apart in rows six feet apart that after one or two weedings in the spring the rest of the weeds are crowded out and it is self-supporting.

Remember, by cutting all canes back to within two or three inches from the ground in November, your next year's crop will come on the new canes each year and off season.

It is the most revolutionary in character of any raspberry we have grown in thirty years and the greatest money maker.

DURHAM PRICES

12 for \$3.00 25 for \$5.00 100 for \$15.00

Prices Postpaid up to 4th Zone.

Prices quoted on larger amounts.

Raspberry Prices—Other Than Durham and Amber

GATINEAU

MADAWASKA

LATHAM

INDIAN SUMMER (Everbearing)

MILTON

MUSKOKA

| | | | | | |
|-----------|---------|------------|---------|-----------|---------|
| 25 | \$4.00 | 50 | \$7.50 | 100 | \$14.00 |
| 500 | \$55.00 | 1000 | \$90.00 | | |

Shipment Prepaid by Parcel Post or Express up to 4th zone or about 600 miles from Bradford, Mass.

If greater distance than 600 miles from Bradford, Mass., order will be sent express collect but following prices will prevail:

| | | | | | |
|-----------|---------|------------|---------|-----------|---------|
| 25 | \$3.50 | 50 | \$6.00 | 100 | \$13.00 |
| 500 | \$50.00 | 1000 | \$85.00 | | |

SEPTEMBER EVERBEARING

RED RASPBERRY

A new two-crop-a-year raspberry introduced by New York State Experiment Station. An abundant crop in June and another in September. Fall crop comes two to four weeks earlier than most other everbearing varieties. Fruit is very large, firm, and does not crumble. It will stand up after picking longer than any variety we have tested and berries are larger than any other variety.

Prices Postpaid

12 for \$3.25 25 for \$6.25 50 for \$12.00
100 for \$20.00

RASPBERRY CULTURE

Select a good piece of ground that is slightly elevated and prepare the soil thoroughly. It is advisable to spread the land

with manure before planting. Spring planting is considered the best in most sections. For hill system the usual distance to plant is 5 ft. by 5 ft. If the hedge system is desired, plant 3 ft. apart in rows which are 5 to 7 feet distant. Before planting, the tops should be cut back 6 inches or less, and plants should be set slightly deeper than they formerly grew. Cultivate frequently enough to retain moisture and kill weeds, but be sure not to cultivate over 2 to 3 inches deep next to the plants. After the fruiting season remove all fruiting canes, cutting them close to the ground and burning them. This will help prevent disease and greatly aid new growth. Do not allow over 8 to 10 canes to grow to the plant. Remove all weak canes and suckers, so as to throw all the strength into the young bearing canes. Topping canes in the early spring will strengthen the canes and aid in picking. Raspberries respond readily to fertile soil, and sufficient fertilizer or manure should be used to keep the soil in good fertile condition.

BLACKBERRIES

↓ ELDORADO

A heavy yielding blackberry that spells success everywhere. The heavy producing quality of Eldorado has placed it first among blackberries. About every good quality possessed by other blackberries is emphasized in Eldorado. It has a sweet fine flavor, shiny jet black and its berries are of enormous size.

For home or commercial planting, it is equally good. They ripen just after the raspberry season when but little other fruit is available. They are the last of the spring and summer berries and the trade is willing to pay well for them.

Its sturdiness and freedom from disease, especially orange rust, the common enemy of all blackberries, has made Eldorado the leading variety with commercial growers.

1 Year No. 1 Plants — Prices

| | | | | | |
|----------|--------|----------|--------|-----------|---------|
| 25 | \$3.50 | 50 | \$6.00 | 100 | \$11.00 |
|----------|--------|----------|--------|-----------|---------|

Shipment Prepaid by Parcel Post up to 4th zone or about 600 miles from Bradford, Mass.

If greater distance than 600 miles from Bradford, Mass., order will be sent express collect but following prices will prevail:

| | | | | | |
|----------|--------|----------|--------|-----------|---------|
| 25 | \$3.00 | 50 | \$5.75 | 100 | \$10.50 |
|----------|--------|----------|--------|-----------|---------|

2 Year No. 1 Plants — Prices

| | | | | | |
|----------|--------|----------|--------|-----------|---------|
| 10 | \$3.00 | 25 | \$5.50 | 100 | \$20.00 |
|----------|--------|----------|--------|-----------|---------|

Postpaid to the 4th Zone

CULTIVATED BLUEBERRIES

and HOW TO GROW THEM

Probably no fruit has undergone greater improvement within the past few years than the blueberry. Improved named varieties now offered are the result of cross breeding the native wild blueberries, which are now miniature berries compared with the new hybrids, which grow in such large clusters. The demand for this new fruit, fresh, frozen or canned, is tremendous.

These hybrid blueberries make a most profitable crop.

These bushes make a most attractive ornamental shrub for the lawn or for hedges.

Three or four different varieties should be planted to pollinate. They can be planted in any good garden soil and should bear a few berries the first year.

Blueberries require an acid humus soil. If your soil is deficient in humus and acid, we recommend making a heavy application of peat moss, rotted sawdust, decayed leaves or some other such material. It is better not to use any commercial fertilizer the first two or three years.

We can furnish this delicious fruit in the following most popular varieties.

Blueberry Prices

| | | |
|--------------------------|---------------------|----------|
| | 2 Plants | 4 Plants |
| 3 yr. No. 1 12" to 18" | \$2.70 | \$4.85 |
| (Shipment Prepaid) | | |
| 10 Plants | 25 Plants | |
| \$12.00 | \$25.00 | |
| ↘ Rancocas (Early) | ↘ Burlington (Late) | |
| ↘ Dixie (Mid-season) | ↘ Jersey (Late) | |
| ↘ Pemberton (Mid-season) | ↘ Rubel (Late) | |
| ↘ Scammel (Mid-season) | ↘ Weymouth (Early) | |
| ↘ Concord (Mid-season) | ↘ Pioneer (Early) | |

GRAPES

CONCORD (Blue)

The most popular grape in this country for over fifty years. It bears large bunches of sweet, juicy blue-black grapes every year. Ripens in October.

FREDONIA (Blue)

An early blue-black grape that ripens three weeks earlier than Concord. Vine is very disease resistant, vigorous and productive and makes new wood so fast it bears the second year. Fruit is juicy, solid and of fine quality.

DUNKIRK (Red)

A most popular red grape. Extra large, rich and sweet, delicious flavor. A rapid grower, mid-season and heavy bearer.

DELAWARE (Red)

Berries are light red, sugary and delicious. One of the very best small red varieties. Brings highest prices in the market. Excellent wine grape.

NIAGARA (White)

The best known and most popular of all white grapes. Ranks with Concord in heavy bearing, size and fine quality. Medium compact, large bunches, very juicy and excellent flavor. It makes a fine long distance shipper and is a hardy, vigorous grower.

PORTLAND (White—Early)

Ripens three weeks ahead of Niagara. Production is heavy, young vines bear early, and bear good crops every year. Berries are of good size, fine and sweet in flavor. Introduced by New York Experimental Station and is proving an excellent profitable grape because it ripens so early and its quality is so good.

VAN BUREN

Very early—blue black. One of the newer varieties and well recommended for New England.

Prices of Grapes (Strong No. 1 Vines)

All Varieties—Two Year Plants

Each 60c

Five \$2.50

Ten \$4.50

SPECIAL—RED, WHITE & BLUE COMBINATIONS

→ 1 Concord

→ 1 Fredonia

→ 1 Niagara

→ 1 Portland

→ 1 Dunkirk

→ 1 Delaware

for \$1.50

for \$1.50

(Shipment Prepaid up to 4th Zone)

PLANTING INSTRUCTIONS INCLUDED WITH ALL SHIPMENTS

Easy to follow directions are included with your plant order. If this is your first experience you will be delighted to see how amazingly easy it is to grow your own berries.

GRAPE CULTURE

Set the vines deep enough to cover the main stem and in holes large enough for the roots without crowding—eight feet apart each way is ample distance.

Many growers prefer to cut off several inches of the roots when planting. Tops can be cut back to three or four buds. Clean cultivation or mulch in the early part of the season. Well-rotted manure and good drainage are quite beneficial. It is well to set a stake with each vine when planting. The first year—train one shoot only up to the stake. Dusting sulphur or Bordeaux Mixture during rainy periods along with arsenate of lead during early summer will control mildews and berry moth. Trim your grape vines in December or January or any time plants are fully dormant.

ASPARAGUS

MARY WASHINGTON

Easily grown and very profitable. The first crop in the spring, it always brings a high price on the market. Properly cared for, an asparagus bed lasts 20 years or more.

Asparagus Prices

| | | | |
|----------|--------|-----------|--------|
| 25 | \$1.25 | 100 | \$4.00 |
| 50 | 2.25 | 400 | 15.00 |

Rust Resistant

Growers everywhere are discarding all other varieties in favor of Mary Washington, because it is earlier, stalks larger, more tender and more productive than any other variety and very immune to rust. One of the most paying crops you can raise.

Do not cut first two years. After bed gets well established asparagus can be cut for about two months, usually during May and June. For home gardens set roots 12 to 15 inches apart in rows two to three feet apart. Set them at least six inches deep, cover with a little soil and gradually fill trench as plants grow. For field setting, have rows four to five feet apart.

Due to another 30% increase in Parcel Post rates and increased labor costs we have had to raise our prices. We still prepay Parcel Post up to and including 4th zone or about a distance of 600 miles from Bradford, Mass. All orders sent over 4th zone are to be sent express F.O.B. Bradford, Mass. Deduct 5% from prices when sent Express F.O.B.

Please write below the names and addresses of any acquaintances and friends who might be interested in or buyers of grape, strawberry, raspberry and blueberry plants or asparagus roots and we will send them a catalogue.

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Prices quoted on lots of 5000 or over.

Discounts given on all orders taken at nursery.

WALTER K. MORSS & SON ORDER SHEET

WALTER K. MORSS & SON

R 3

BRADFORD, MASS.

Tel. Haverhill 2-7217

Send to R. F. D.

Post Office Box

Ship by Parcel Post ().

Ship by Express (). Shipping Station

Street State

Date of this order 1954 Ship about 1954

Amt. Enclosed: Check \$..... Money Order \$.....

Stamps \$..... Cash \$.....

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

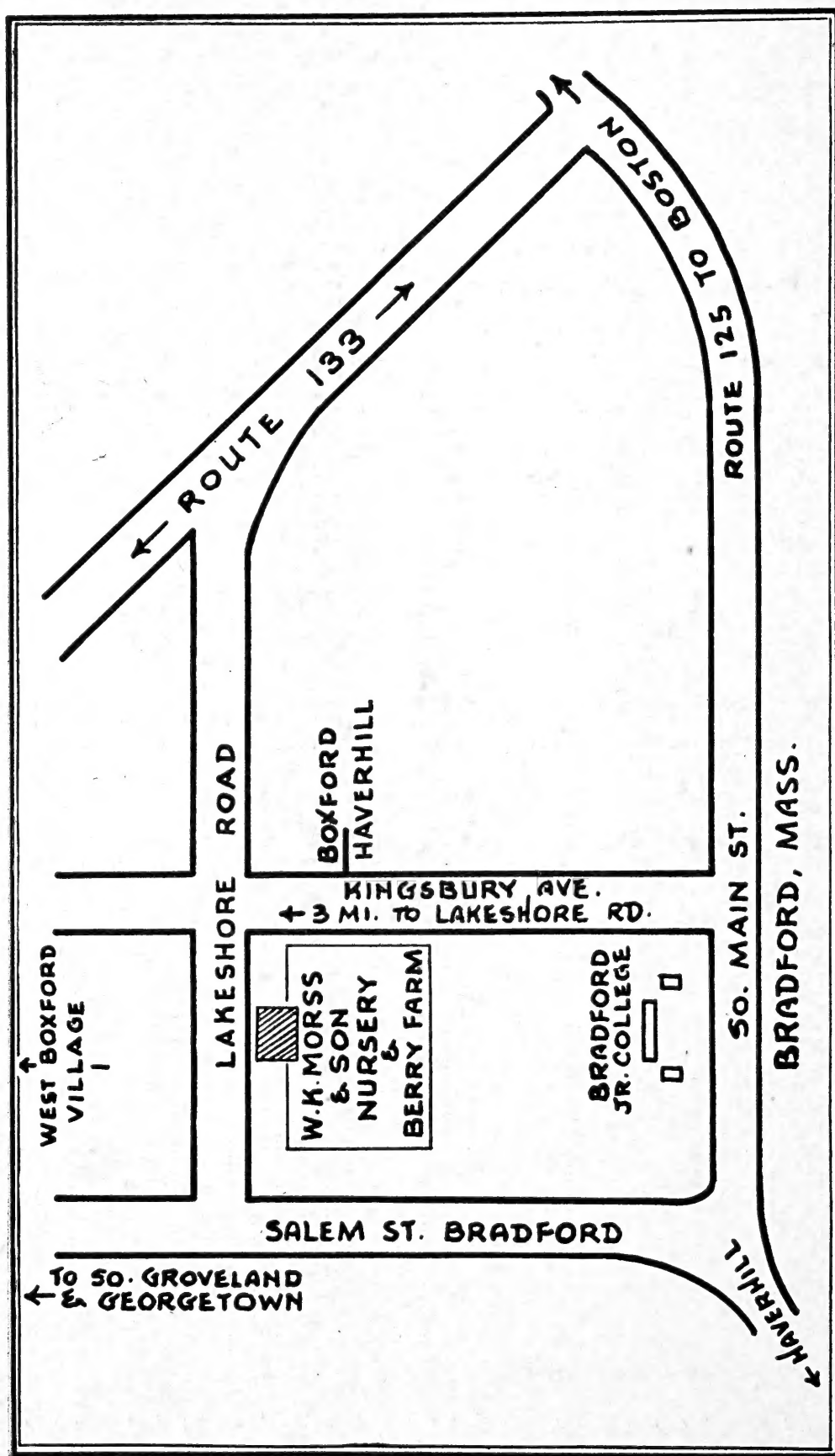
| Quantity | Variety of Stock Wanted | Price |
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NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore when you order late please state second choice.

STRAWBERRY PLANTS — PRICE LIST FOR SPRING AND FALL 1954

| | 25 Plants | 50 Plants | 100 Plants | 200 Plants | 300 Plants | 400 Plants | 500 Plants | 1000 Plants | 3000 Plants |
|------------------------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|
| EARLY VARIETIES | | | | | | | | | |
| HOWARD 17 | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| FAIRFAX | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| PREMIER | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| PATHFINDER | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| RED CROP | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| VALENTINE | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| DORSET | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| SIOUX | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| VERMILLION | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| N. H. No. 243 | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| MID-SEASON VARIETIES | | | | | | | | | |
| GREAT BAY | 2.00 | 3.25 | 6.00 | 10.00 | 12.00 | 14.00 | 16.00 | 23.00 | 63.00 |
| TEMPLE | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| FAIRLAND | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| ORLAND | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| MONMOUTH | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| MAINE 55 | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| EDEN | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| ROBINSON | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| SPARKLE | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| SCARLET BEAUTY | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| REDWING | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| CATSKILL | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| KARDINAL-KING | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| EMPIRE | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| ERIE | 1.50 | 2.25 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| LATE VARIETIES | | | | | | | | | |
| BLAZE | 2.50 | 4.50 | 3.50 | 6.50 | 9.00 | 11.00 | 12.50 | 23.00 | 63.00 |
| JULY MORN | 1.50 | 2.25 | 4.00 | 7.50 | 11.00 | | | | |
| FAIRPEAKE | 1.75 | 2.50 | | | | | | | |
| EVERBEARING VARIETIES | | | | | | | | | |
| GEM | 2.00 | 3.50 | 5.25 | 9.50 | 13.00 | 15.75 | 17.75 | 27.00 | 78.00 |
| STREAMLINER | 2.00 | 3.50 | 5.25 | 9.50 | 13.00 | 15.75 | 17.75 | 27.00 | 78.00 |
| SUPERFECTION | 2.00 | 3.50 | 5.25 | 9.50 | 13.00 | 15.75 | 17.75 | 27.00 | 78.00 |

(Prices Quoted on 5000 Lots or More — All Above Prices Shipment Prepaid up to and including 4th Zone Parcel Post)
 Orders over 4th Zone sent Express — F.O.B. Bradford, Mass. — Deduct 5% as we do not prepay express charges



The Best Way to Get to Our Nursery and Berry Farm

If you are coming from Boston on Route 128, turn right on Route 125 and right again on Route 133 and follow above map. If coming from New Hampshire go to Haverhill, cross lower bridge to Bradford and follow above map.